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Extent of Western Influences
on the East German Population

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I N T R O D U C T I O N

The Interbau Exposition which was held in West Berlin's Fair Grounds during the period July through September 1957 served as another magnet to draw thousands of East Germans to the city, inasmuch as it was a special event which had not taken place for several years. It furnished a unique opportunity to obtain information from those East Germans who would be available for interviewing since it lasted for some ten weeks.

While interviewing East Germans runs into no special difficulties as regards willingness to be interviewed, or frankness of response, the interview situation at a Fair Grounds necessarily dictates a short questionnaire. Although the latter situation still held true for the Interbau, the length of time that it was in session permitted the use of several schedules. Each of these could cover somewhat different areas, so that when the entire operation was completed a much greater totality of knowledge was secured.

Interviewing commenced on July 6, 1957 - the day the Exposition opened - and concluded on September 14, 1957. Although the Exposition lasted until the end of the month, this cut-off date was adopted in order not to cause any confusion or overlap with interviewing conducted in connection with the Berlin Industrial Fair, which opened on September 14 and ran concurrently with the remainder of the Interbau.

The data in this report are based on three samples of 799, 801, and 799 cases each. When a given question was asked of all interviewees, the total - 2,399 - is indicated. As with all samples of East Germans, only two quota controls are possible: Land of residence and sex.

Interviewing was conducted by DIVO, Marktforschung - Meinungsforschung - Sozialforschung, Frankfurt am Main/Bad Godesberg, a German survey organization.

S U M M A R Y

Nine out of ten East Germans who visited West Berlin's Interbau Exposition had been in West Berlin or West Germany before. Indeed, almost half had been over several times in the past. A majority indicated their intention of remaining from 2 to 5 days before returning to their homes in the East Zone.

Window shopping and sightseeing were the two activities named by most people as the things that they were likely to do; while only one person out of six said that he would visit the Amerike Haus. In naming the one activity which was most important to them, three-quarters mentioned activities which have to do with the securing of information, rather than with buying items, or with such non-committal things as sightseeing and window shopping.

As might be expected, frequent contact with Western sources of information is not high, but when "contact" includes occasional utilization, three out of four are found to use West German radio, newspapers, or movies; over half utilize RIAS and the VOA; and almost half have seen West Berlin or West German exhibits. Editing of the responses concerning the exposures to various Western sources reveals that three out of four East Germans have some exposure to USIS media, as against two out of five who have non-governmental, U.S. exposure.

Regular readership of West German newspapers or periodicals within the GDR is understandably small. When the scope is broadened to include occasional reading, we find that three-tenths read some West German paper and almost half read West German magazines.

Eight out of ten say that they have noticed changes in fashions, women's hair styles, music, or in plays and movies within the GDR in the past year. West Germany is usually named as the country which contributed most to this development. France is the second most often named country influencing the changes.

From a list of twenty names of personalities in East and West Germany, Karl-Eduard v. Schnitzler, the East Zone news commentator and Willi Stoph, Pankow's Minister for Defence were the two known to most people. Guenter Neumann of RIAS's "Insulaner" program was the best known of the seven RIAS personalities and the third most recognized name.

Part I. Visits to the West

ONLY ONE OUT OF TEN WAS MAKING HIS FIRST VISIT TO WEST GERMANY...

APPROXIMATELY HALF HAD BEEN OVER MANY TIMES...

East German visitors to the Interbau Exposition in West Berlin were far from being strangers to West Berlin or West Germany. Nine out of ten (90%) had been over before for one or more visits, while only 10 per cent were making their first trip outside of East Germany.

Those individuals who had been in West Berlin or West Germany before were asked how many times (not counting the current trip) they had been over before. From the table below it is apparent that almost half of all visitors (48%) have been over a considerably number of times. There were about as many East Germans who had been over ten or more times (9%) as there were making their first trip.

"Are you in West Berlin or West Germany for the first time,
or have you been here before?"

East Zone
Visitors to
INTERBAU 1957
(2399)

Here for the first time	10%
Been here before	<u>90</u>
	100%

IF "Been here before":

"Not counting your present visit, how often did you visit
West Berlin or West Germany within the past 12 months?"

East Zone
Visitors to
INTERBAU 1957

Once	41%
Twice	15)
Three times	10)
Four times	5)
Five times	4)
Six times	2) 48%
Seven times	1)
Eight times	1)
Nine times	1)
Ten times and more often	9)
Don't remember/No answer	<u>1</u>
	90%

MAJORITY WILL STAY FROM 2 TO 5 DAYS BEFORE RETURNING...

While most people answered that they were merely over for the day (42%) - presumably just to see the Interbau Exposition - a majority of all respondents (56%) said that they were going to take advantage of the opportunity by staying from 2 to 5 days.

Although the question asked them how long they would stay in West Berlin before returning to their homes in East Germany, one percent voluntarily replied that "they would not return to East Germany".

In terms of the locality in which they will spend their time outside of the Zone, the replies of another one percent that they will travel in West Germany before returning, is illuminating. Presumably the other 98 percent will only visit within West Berlin (remember that 1% said that they did not intend to re-

"How long do you plan to stay here in West Berlin before re-
turning to your home in the East Zone?"

	East Zone Visitors to <u>INTERBAU 1957</u> (799)
One day	42%
Two days	17)
Three days	15)
Four days	8) 56%
Five days	16
Won't return to East Zone	1
Will travel to West Germany	
first before returning to	
East Zone	1
Don't know/No answer	-
	<hr/> 100%

MAJORITIES WILL READ NEWSPAPERS, SEE MOVIES, VISIT FRIENDS AND RELATIVES...

ONE OUT OF SIX WILL VISIT AMERIKA HAUS...

From a long list of possible activities, East German visitors were asked to indicate those which they were likely to do while they were in West Berlin. The two activities selected most often were:

"Go window shopping" - 76%
"Go sightseeing" - 75%

These activities are certainly among the cheapest things for a person to do in any city, and considering the financial situation prevailing for most East Germans, particularly while in the West, they represent most believable answers.

At a second level in popularity are such informational activities as "read newspapers" (56%), "visit friends and relatives" (57%), and "go to the movies" (52%). Even though they were in West Berlin at the time of the Interbau Exposition (and presumably there in order to visit it) only four out of ten (42%) mentioned it as something which they were going to do.

Having selected things which they were going to do while in West Berlin, our East German respondents were asked to name the one thing which they considered the most important to them. Within this frame of reference, visiting the Interbau, and visiting friends and relatives clearly emerged as the two most important possible activities (selected by 32% and 27%, respectively).

"Visiting the Amerika Haus", which was named by roughly one person out of six (14%) as something which they would do, was pretty well passed over when it came to selecting the activity which was most important. In the latter situation it was selected by less than one half of one percent.

"On this card are listed various things which people do when they visit West Berlin. Which of all these things are you likely to do while here in West Berlin? And what's most important to you?" (CARD)

East Zone Visitors to INTERBAU 1957		
Things I will do		Most Important Activity
A - Buy clothing	38%	7%
B - Go to the movies	52	*
C - Buy food stuffs	40	1
D - Buy books	7	1
E - Read newspapers	56	2
F - Visit the Institut Français	2	-
G - Go sightseeing	75	10
H - Visit the Amerika Haus	14	*
I - Inform myself on political conditions in the West	27	2
J - Inform myself on economic conditions in the West	33	5
K - Visit the British Centre	2	-
L - Buy things which I need for my work	15	3
M - Go window-shopping	76	3
N - Visit friends and relatives in West Berlin	57	27
O - Other activities:		
Visit Interbau	42)	32)
Visit Exhibits (general)	3)	3)
Buy medicine	1) 50%	1) 39%
Visit Zoo	1)	*)
Other	3)	3)
Don't know/No answer	-	-
	544% [@]	100%

* Less than one half of one percent.

@ Some respondents gave more than one answer.

As an aid to further analysis, the answers of what activities are considered most important have been grouped according to whether they have to do with securing information, buying items, or such non-committal factors as sightseeing or window shopping. When this is done, it can be noted that almost three-quarters of the activities mentioned as most important (72%) have to do with securing information of one kind or another. Buying necessary items, and doing "neutral" things share the remaining choices (12% and 16%, respectively).

Summary Table

<u>Most important activity -</u>	<u>East Zone Visitors to INTERBAU 1957</u>
<u>Secure information</u>	72%
Visit Interbau	32%
Visit friends and relatives	27
Inform myself on economic conditions in the West	5
Visit exhibits (general)	3
Inform myself on political conditions in the West	2
Read newspapers	2
Buy books	1
Visit the Amerika Haus	*
<u>Buy necessary items</u>	12
Buy clothing	7
Buy things which I need for my work	3
Buy foodstuffs	1
Buy medicines	1
<u>Other (neutral) activities</u>	16
Go sightseeing	10
Go window shopping	3
Go to the movies	*
Visit the zoo	*
Other activities	3
	<hr/> 100%

* Less than one half of one percent.

Part II. Sources of Information

WEST GERMAN RADIO, NEWSPAPERS, AND MOVIES UTILIZED BY THREE OUT OF FOUR ...
AMERICANS AND AMERICAN PAPERS AND PERIODICALS SELDOM SEEN ...

In an attempt to obtain some general information as to which Western sources of information these East Zone Germans have utilized at some time or other, a card containing a list of sixteen sources was presented to them. If they indicated any utilization of one of these sources, the individual was asked whether this occurred frequently or occasionally.

By adding together the percentages of those who made any use whatsoever of these sources, we obtain the information that three out of four have, at some time or another, heard West German radio stations (78%), read West German newspapers and periodicals (76%), or seen movies (75%).

RIAS is mentioned by two-thirds of the respondents (67%) as having been heard, Sender "Freies Berlin" by three-fifths (60%), while the VOA, and West German or West Berlin exhibits were mentioned by about half as having been utilized as a source of information (by 51% and 49%, respectively).

East Germans have the least contact with Americans (4%) or with American newspapers and periodicals (10%).

"On this card are listed some Western sources of information." (CARD)
 "Would you please look over this list and tell me which of these sources you have utilized at some time or other - either here in the West or back home in the East Zone. (Did it happen frequently or only occasionally?)"

East Zone Visitors to INTERBAU 1957

<u>Sources</u>	<u>Frequent Use</u>	<u>Occasional Use</u>	<u>Total Utilized</u>	<u>Never made Use of</u>	<u>No Opinion</u>
A - West German newspapers and periodicals	15%	61%	= 76%	23%	1%..100%
B - American newspapers and periodicals	1	9	= 10	89	1
C - West German books	4	30	= 34	65	1
D - American books (in English as well as in German)	2	13	= 15	84	1
E - Movies produced in Western countries	19	56	= 75	24	1
F - American movies	8	24	= 32	67	1
G - American exhibitions	2	13	= 15	84	1
H - West German or West Berlin exhibitions	8	41	= 49	50	1
I - The 'Voice of America'	11	40	= 51	48	1
J - Amerika-Haus	2	13	= 15	84	1
K - Germans who were in the U.S.	1	10	= 11	88	1
L - Americans	*	4	= 4	95	1
M - Friends, relatives and acquaintances from West Germany or West Berlin	21	50	= 71	28	1
N - RIAS	23	44	= 67	32	1
O - Sender 'Freies Berlin'	23	37	= 60	38	2
P - Other Western radio stations	41	37	= 78	21	1

If attention is confined to instances of frequent usage only, then the West German radio, selected by two persons out of five (41%), is the leading Western source of information. Considerably further behind in usage are: SFB and RIAS (selected by 23%), friends and relatives (21%), and western movies (19%).

*Less than one half of one per cent.

THREE OUT OF FOUR EXPOSED TO SOME USIS MEDIA...

It is possible to edit the information obtained through the above question to determine the percentage of people who had had some exposure to USIS media, or to other U.S. (non-governmental) sources, as against purely West German sources.

Considering selection of RIAS, VOA, Amerika Haus, or American exhibitions as contact with USIS in some form, it emerges that three-quarters of the East Germans (74%) have had USIS exposure.

Less than half (42%) have had exposure to some other U.S. exposure such as American newspapers or periodicals, American books, American movies, or Americans as people. As might be expected, almost everyone (98%) indicated that they had had some contact with West German sources, while only 2% were found to have no contact with any Western source of information.

East Zone
Visitors to
INTERBAU 1957
(2399)

Have exposure to:

USIS, U.S., and West German sources	37%
USIS and West German sources only	36
U.S. and West German sources only	5
West German sources only	19
USIS only	1
None	<u>2</u>
	100%

REGULAR READERSHIP OF WEST GERMAN NEWSPAPERS SLIGHT...

ONE OUT OF TEN READS "TAGESSPIEGEL", "DIE WELT", "TELEGRAF", "BZ", OR "BILDZEITUNG"...

Rather than present a list of West German newspapers to the respondents for them to indicate whether or not they read any, interviewees were asked if they could name a few papers. Only then, if they had named some, were they asked how often they read this newspaper back home in the GDR.

The newspaper which was named the most often - by over a third of the respondents - also turns out to be the one named most often as being read. The "Tagesspiegel", named by 38%, was read by 2 percent "frequently", and by an additional 9 percent "occasionally". Frequency of mentions as a newspaper about which they know, is not always a direct indicator of the readership of that newspaper. For example, in contrast with the percentages cited above for the "Tagesspiegel", only 24% mentioned "Die Welt" as a paper that they knew, and yet just as many people (11%) said that they read it as said that they read the "Tagesspiegel".

Other newspapers read by approximately one out of ten are: "Telegraf" (10%), "BZ" (9%), and "Bildzeitung" (9%).

"Can you perhaps name a few Western newspapers?"

IF a newspaper named:

"How often do you read this (these) newspaper(s) back home in the GDR?"

East Zone Visitors to INTERBAU 1957

Newspaper named	(799)			
	Read frequently	Read occasionally	Don't read	
Berliner Morgenpost	23%	1%	7%	15% .. 23
Tagesspiegel	38	2	9	27 .. 38
Telegraf	30	1	9	20 .. 30
Kurier	11	*	4	7 .. 11
BZ	24	1	8	15 .. 24
Bildzeitung	17	1	8	8 .. 17
Die Welt	24	1	10	13 .. 24
Frankfurter Allgemeine Zeitung	15	1	5	9 .. 15
Sueddeutsche Zeitung	2	*	1	1 .. 2
Westdeutsche Allgemeine	1	*	1	* .. 1
Frankfurter Rundschau	3	*	2	1 .. 3
Other newspapers, which?	13	1	4	8 .. 13
None	26			
	227% [@]			

* Less than one half of one percent.

@ Some respondents gave more than one answer.

ONLY ONE IN TWENTY READS A WEST GERMAN PAPER FREQUENTLY, BUT THREE OUT OF TEN READ SOME WEST GERMAN PAPER AT LEAST OCCASIONALLY...

While, as has been seen in the preceding table, regular or even occasional readership of individual West German newspapers is not particularly high, when the data are edited to find out how many people read some (i.e. one or more) West German newspaper, it is discovered that one person out of twenty (5%) reads some paper frequently, while if we include all who are at least occasional readers of a West German newspaper, the percentage comes out much higher (29%).

East Germans who read West German newspapers:

	<u>At least occasionally#</u>	<u>Frequently</u>
Read one or more	29%	5%
Read none	<u>71</u>	<u>95</u>
	100%	100%

FREQUENT READERSHIP OF WEST GERMAN MAGAZINES ALSO SLIGHT...
"QUICK", "STERN", AND "CONSTANCE" MOST LIKELY TO BE READ...

A question similar to the one concerning their knowledge of West German newspapers was asked concerning the East German awareness of West German magazines. As with the newspapers, approximately two publications were named by each respondent.

When it came to those publications which they actually read, the level of frequency with which "frequent" reading occurred was just as low as with the newspapers, i.e. the percentage reading a particular magazine "frequently" was never more than 2 percent of all respondents.

Occasional readership of magazines takes place at a slightly higher level than for newspapers, so that the percentage saying that they read "Quick", "Stern", or "Constance" at least occasionally (18%, 18% and 15%, respectively) is somewhat higher than the level found for newspaper readership.

Includes frequent readers.

"Can you perhaps name a few Western periodicals and magazines?"

IF one or several publications named:

"How often do you read back home in the GDR?"

<u>East Zone Visitors to INTERBAU 1957</u>				
(799)				
<u>Publica-</u> <u>tion named</u>	<u>Read fre-</u> <u>quently</u>	<u>Read occa-</u> <u>sionally</u>	<u>Don't</u> <u>read</u>	
Der Monat	4%	1%	2%	1%.. 4%
Der Spiegel	15	2	6	7 ..15
Die Gegenwart	1	*	*	1 .. 1
Die Deutsche Rundschau	4	*	3	1 .. 4
Quick	33	2	16	15 ..33
Stern	40	2	16	22 ..40
Revue	25	*	11	14 ..25
Hoer zu	10	*	6	4 ..10
Constanze	23	2	13	8 ..23
Other publications, which?	25	3	12	10 ..25
None	23			
	<u>203%[@]</u>			

WHILE ONE OUT OF TWENTY READS SOME MAGAZINE FREQUENTLY, ALMOST HALF ARE FOUND TO BE AT LEAST OCCASIONAL READERS OF WEST GERMAN MAGAZINES...

A similar editing of the data concerning magazine readership shows that the level of "frequent" reading of some West German magazine is the same as that for "frequent" reading of a newspaper (7% versus 5% for the newspapers). Broadening the scope to include along with these frequent readers those who also read a West German magazine occasionally, the total is found to be much higher than that for newspapers. Almost half of the group (46%) reads West German magazines at least once in a while.

East Germans who read West German magazines:

	<u>At least</u> <u>occasionally[#]</u>	<u>Frequently</u>
Read one or more	46%	7%
Read none	54	93
	<u>100%</u>	<u>100%</u>

* Less than one half of one percent.

@ Some respondents gave more than one answer.

Includes frequent readers.

WEST GERMAN RADIO STATIONS HEARD MORE OFTEN THAN PRINTED MEDIA ARE READ...

A final parallel question asking for the names of West German radio stations shows that the East German sample was even better prepared to name radio stations than they were to name newspapers or magazines to be found in West Germany. While the average number of mentions was approximately two per person for the printed media, here the number of mentions goes up to almost four per person; and, whereas before about one quarter were unable to name any paper or magazine, only one out of a hundred has this difficulty with West German radio stations.

RIAS is clearly the best remembered station, since nine out of ten (90%) named it. Despite this clear lead over Sender Freies Berlin and NDR (named by 77% and 64%, respectively), NDR emerges as the station which is selected most often as the one heard "frequently" (29%). RIAS comes in second, with 25%, while SFB is third with 20%.

"Can you perhaps also name a number of Western radio stations?"

IF one or several radio stations named:

"How often do you listen to this (these) radio station(s) at home?"

East Zone Visitors to INTERBAU 1957				
(799)				
Radio station named	Listen frequently	Listen occasionally	Don't listen	
MDR	28%	11%	13%	4% .. 28%
NDR	64	29	28	7 .. 64
RIAS	90	25	42	23 .. 90
SFB	77	20	41	16 .. 77
Radio Frankfurt	23	9	10	4 .. 23
Sueddeutscher Rundfunk	34	10	18	6 .. 34
Suedwest-Funk	29	6	20	3 .. 29
Other radio stations:	23	11	10	2 .. 23
None	1			
	369%			

@ Some respondents listened to more than one radio station.

EIGHT OUT OF TEN HAVE NOTICED CHANGES IN FASHIONS, HAIR STYLES, MUSIC, PLAYS OR MOVIES IN THE GDR IN THE PAST YEAR...

WEST GERMANY NAMED AS THE MAIN CONTRIBUTOR...FRANCE SECOND...

As a prelude to asking for the influence of various countries on those aspects of life in the GDR in which changes are supposed to have taken place (at least according to the attention devoted to the matter by the newspapers), all respondents were asked if they had noticed any changes in the past year in fashions, women's hair styles, light music, theatre plays or movies. Eight out of ten (79%) agreed that there had been such changes by saying that they had noticed them.

"You often hear people say that during the past year certain changes in fashions, women's hair styles, light music, theater plays and movies have taken place in the GDR. Did you notice anything to this effect?"

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Yes, noticed changes
No, didn't notice changes

79%
21
100%

Those who had noticed such changes were asked which country - England, America, West Germany, Russia, France, or Italy - had contributed the most to each of these developments.

Among those who selected some country as the main contributor, majorities always selected West Germany, regardless of the area. With regard to fashions, hair styles, and movies or plays, however, it is France which emerges as the second most often named. Only with respect to light music, is America the second choice.

Russia and England are seldom named. In fact, the frequency of selection for these two is even lower than that for Italy.

"You often hear people say that during the past year certain changes in fashions, women's hair styles, light music, theater plays and movies have taken place in the GDR. Did you notice anything to this effect?"

IF "Yes, noticed changes":

"In your opinion, which of the countries listed here has contributed the most to this development?" (CARD)

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Fashions

England	*%	=	*%
America	6	=	8
West Germany	45	=	62
Russia	*	=	1
France	18	=	25
Italy	3	=	4
			<u>100%</u>
No opinion	7		
	<u>79%</u>		

Women's hair styles

England	-%	=	-%
America	3	=	6
West Germany	38	=	67
Russia	*	=	*
France	12	=	20
Italy	4	=	7
			<u>100%</u>
No opinion	22		
	<u>79%</u>		

Light music

England	*%	=	1%
America	24	=	35
West Germany	42	=	61
Russia	*	=	1
France	1	=	1
Italy	1	=	1
			<u>100%</u>
No opinion	11		
	<u>79%</u>		

Movies and theater plays

England	3%	=	4%
America	4	=	6
West Germany	36	=	56
Russia	5	=	8
France	12	=	18
Italy	5	=	8
			<u>100%</u>
No opinion	14		
	<u>79%</u>		

* Less than one half of one per cent.

v.SCHNITZLER (EAST ZONE COMMENTATOR) AND WILLI STOPH (PANKOW DEFENSE MINISTER)
MOST KNOWN PERSONALITIES FROM LIST OF MIXED WEST AND EAST NAMES...

A list containing twenty names of West and East personalities was presented to the East German respondents with the request that they identify the person as a politician, a writer, a movie or television star, or as a radio performer.

The name that most people knew was that of Karl-Eduard v. Schnitzler, the East Zone's newscommentator. He was known to 81% of the East Germans. Willi Stoph, the Soviet Zone Minister of Defense was known to two-thirds (66%) of the East Germans, while the third most "known" personality was Guenter Neumann of RIAS's "Insulaner" program (56%).

The other RIAS performers did not fare anywhere near as well as did Neumann. Friedrich Noppert and Felix Knemoller are the least known of the RIAS personalities (6% and 11%, respectively), while the VOA's Michael Ingram also fares badly (5% had heard of him).

"Here is a list with a number of names." (CARD) "Would you please tell me for each name whether you've heard it before and whether you perhaps know who the person in question is, that is, whether he is a politician, a writer, a movie or television star, or a radio personality?"

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	Known	Not Known	Known People Identified as			
			Politician	Writer	Movie or Television Star	Radio Performer
Egon Bahr (RIAS Newscommentator)	31%	69%..100%	4%	1%	*%	26%
Willi Bredel (Sov. Zone writer)	49	51	*	48	*	1
Eugen Gerstenmaier (Fed. Rep. politician)	49	51	46	1	-	2
Margarete Graef (Deutschlandsender announcer/MC)	8	92	-	*	2	6
Guenter Gollasch (Berliner Rundfunk Orch. Leader)	51	49	*	-	2	49
Robby Hansen (E.Z. radio, TV actor/MC)	30	70	-	-	9	21
Michael Ingram (VOA announcer/reporter)	5	95	-	-	-	5
Felix Knemoeller (RIAS music MC)	11	89	*	*	*	11
Ernst Lemmer (Fed. Rep. Minister of Post, etc.)	44	56	42	*	-	2
Friedrich Luft (RIAS Theatre critic)	39	61	*	*	*	39
Werner Mueller (RIAS Dance Orch. Leader)	31	69	-	-	1	30
Guenter Neumann (RIAS Insulaner Program)	56	44	*	-	*	56
Friedrich Noppert (RIAS News commentator)	6	94	-	-	*	6
Hans Rosenthal (RIAS announcer/MC)	20	80	-	-	*	20
Ernest Salter (SFB commentator)	5	95	*	1	*	4
Karl-Eduard v. Schnitzler (Sov. Zone news commentator)	81	19	4	4	1	72
Willi Schwabe (E.Z. radio, TV actor)	8	92	1	1	2	4
Willi Stoph (Sov. Zone Minister of Defence)	66	34	66	-	-	*
Mathias Walden (SFB commentator)	33	67	2	1	*	30
Peter v. Zahn (NDR commentator)	38	62	*	1	1	36

* Less than one half of one per cent.

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